LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 2204-A4 - (IF PERFORMANCE COUNTS...) - Req. No. M12719 - Page, 4/C - (7 x 10 inches)
Printed in U.S.A.
National Magazines, 1988
(604)

Vantage smokers, if performance really counts, you better count these numbers.

It all adds up. Only Merit has Enriched Flavor.™ Which gives Merit the rich, genuinely satisfying tobacco taste you enjoy in a cigarette, yet with even less tar than other leading lights. Including Vantage. Which has a whopping 38% more tar than Merit. So if you want real performance in a low tar cigarette, give Merit a test run. It'll do a number on the competition.

Enriched Flavor,™ low tar. A solution with Merit.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

© Philip Morris Inc. 1988

Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

Ad was killed after running in following publications:

BH&G - Nov.
Newsweek - Oct. 10
Redbook - Dec.
Time - Dec.

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Source: https://www.industrydocuments.ucsf.edu/docs/sqjx0004

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